

**2071835963**

[illegible]

1998 PP&C TRANSMISSION																	1997					%Chg		
Monthly Sales - 1998	Jan	Feb	Mar	Apr	5/1/98	5/8/98	5/15/98	5/22/98	5/29/98	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	from '97
Marlboro	9,647	13,141	16,029	11,038	615	2,970	3,189	3,568	3,064	13,406	14,673	14,827	14,058	14,470	11,155	11,517	14,828	158,788	38,817	39,116	43,355	37,500	164,925	-3.72%
B&H	627	833	781	790	45	166	200	173	147	730	751	780	794	732	664	625	872	8,980	2,241	2,271	2,306	2,161	10,636	-15.57%
Merit	677	749	750	784	42	177	200	173	146	738	794	849	861	741	659	645	902	9,148	2,177	2,315	2,451	2,205	10,749	-14.90%
Virginia Slims	752	867	887	921	48	192	226	194	165	825	890	949	979	832	732	724	1,008	10,368	2,507	2,637	2,761	2,463	11,522	-10.02%
Parliament	246	280	293	414	16	79	78	67	58	298	365	374	389	323	301	285	392	3,860	819	1,077	1,056	978	3,866	1.89%
Other OPB	49	53	54	55	3	13	15	14	11	55	59	68	62	56	52	49	62	672	155	170	154	163	784	-14.29%
Other Premium Brands	2,350	2,783	2,766	2,964	153	627	719	621	527	2,646	2,859	3,018	3,085	2,684	2,406	2,329	3,236	33,128	7,899	8,469	8,787	7,971	37,578	-11.84%
Premium	11,897	15,923	18,795	14,002	785	3,597	3,907	4,185	3,591	16,051	17,532	17,846	17,143	17,154	13,561	13,848	18,084	191,915	46,718	47,585	52,143	45,472	202,502	-5.23%
Basic	2,179	1,531	2,321	1,519	89	415	517	449	381	1,844	2,223	1,957	1,805	1,883	1,581	1,496	2,054	22,204	6,031	5,585	5,445	5,141	24,215	-8.31%
Cambridge	272	479	293	308	18	86	107	92	77	381	572	420	488	350	284	338	469	4,649	1,045	1,258	1,256	1,091	5,642	-17.59%
Alpine	55	60	61	62	3	14	17	15	12	60	64	63	59	53	48	45	61	691	175	186	174	154	917	-24.72%
Bristol	19	19	20	20	1	5	5	5	4	19	17	17	18	16	16	15	17	212	58	55	51	47	331	-36.09%
Bucks	3	3	3	2	0	1	1	1	0	3	2	3	3	2	2	2	3	30	8	7	8	7	45	-32.62%
Other Branded Discounts	11	15	17	13	1	3	4	4	3	15	15	19	17	15	14	14	18	183	43	43	51	46	213	-13.77%
Branded Discounts	360	575	394	403	22	108	134	116	96	477	670	621	582	436	364	414	568	5,765	1,329	1,550	1,539	1,346	7,148	-19.34%
FVB	137	157	201	185	8	120	59	44	37	268	205	219	195	172	187	187	191	2,306	495	660	585	565	3,284	-29.80%
Discount	2,676	2,263	2,916	2,108	120	643	710	603	514	2,580	3,099	2,697	2,592	2,280	2,132	2,098	2,822	30,274	7,856	7,797	7,570	7,052	34,647	-12.82%
PM USA	14,674	18,187	21,711	16,110	886	4,240	4,617	4,791	4,105	18,641	20,631	20,543	19,725	19,444	15,893	15,944	20,887	222,180	54,572	55,382	59,712	52,524	237,150	-8.31%
Calendar Weeks	4,381	4,000	4,427	4,371	0,181	1,000	1,000	1,000	1,000	4,203	4,483	4,517	4,229	4,390	4,381	4,229	4,568	52,179	12,808	13,057	13,135	13,178	52,185	-0.02%
Weekly Sales	Jan	Feb	Mar	Apr	36	36	36	36	36	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	
Marlboro	2,202	3,285	3,621	2,525	3,395	2,979	3,189	3,568	3,064	3,199	3,273	3,283	3,324	3,296	2,546	2,723	3,248	3,043	3,031	2,996	3,300	2,846	3,130	-2.78%
B&H	143	208	177	181	247	168	200	173	147	174	167	173	188	167	151	148	191	172	175	174	176	164	203	-15.03%
Merit	155	167	199	179	232	177	200	173	146	175	177	188	204	169	150	152	197	175	170	177	187	167	208	-15.81%
Virginia Slims	172	217	200	211	265	192	226	194	165	196	199	210	231	190	167	171	221	199	196	202	210	187	217	-8.27%
Parliament	56	70	66	95	89	79	78	67	58	71	81	83	92	74	69	68	86	76	64	82	83	74	73	4.48%
Other OPB	11.2	13.1	12.3	12.7	14.6	12.6	15.2	13.6	11.9	13.1	13.2	14.6	14.6	12.8	11.8	11.6	13.6	12.9	12.2	13.0	14.0	12.4	15.7	-17.85%
Other Premium Brands	537	606	625	678	547	627	719	621	527	639	638	658	729	611	549	551	708	635	617	649	669	605	716	-11.29%
Premium	2,739	3,981	4,246	3,203	4,244	3,597	3,907	4,185	3,591	3,819	3,911	3,951	4,054	3,908	3,095	3,274	3,956	3,678	3,647	3,644	3,959	3,451	3,846	-4.36%
Basic	497	383	524	346	499	415	517	449	381	439	486	433	427	383	361	354	452	426	471	428	414	380	455	-6.46%
Cambridge	62	120	66	70	100	86	107	92	77	91	127	93	115	60	65	80	103	89	82	98	96	83	117	-23.75%
Alpine	13	16	14	14	15	14	17	15	12	14	14	14	14	12	11	11	13	13	14	14	13	12	18	-27.52%
Bristol	4.3	4.7	4.6	4.5	4.5	4.5	5.2	4.8	3.7	4.5	3.7	3.8	4.2	3.6	3.6	3.5	3.7	4.1	4.5	4.2	3.9	3.8	7.3	-44.20%
Bucks	0.8	0.8	0.6	0.5	0.8	0.6	0.7	0.7	0.6	0.6	0.8	0.6	0.6	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.5	0.5	1.0	-43.85%
Other Branded Discounts	2.5	3.7	3.9	3.0	3.9	3.4	4.0	3.6	2.9	3.5	3.4	4.1	4.1	3.5	3.3	3.2	4.0	3.5	3.3	3.3	3.9	3.5	4.4	-20.88%
Branded Discounts	82	144	89	92	124	108	134	116	96	114	149	115	138	99	83	98	124	110	104	119	117	102	148	-25.28%
FVB	31	39	45	42	42	128	59	44	37	64	46	48	46	39	43	44	42	44	39	51	45	43	68	-34.73%
Discount	611	566	659	482	669	649	719	603	514	916	691	597	611	522	487	496	618	580	613	597	576	535	670	-13.48%
PM USA	3,349	4,547	4,904	3,686	4,904	4,249	4,617	4,791	4,105	4,436	4,602	4,548	4,664	4,429	3,582	3,770	4,572	4,258	4,261	4,242	4,546	3,988	4,515	-5.71%
Seasonal Factors	0.9311	0.9480	0.9700	1.0000	1.0294	1.0294	1.0294	1.0294	1.0294	1.0294	1.0622	1.0371	1.0346	1.0122	0.9956	0.9661	0.9902	1.0000	0.9497	1.0305	1.0280	0.9908	1.0000	
Combined Cal/Seas	4.079	3.792	4.294	4.371	0.186	1.029	1.029	1.029	1.029	4.347	4.782	4.685	4.375	4.444	4.362	4.170	4.523	52.179	12.164	13.455	13.504	13.054	52.185	
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	36	36	36	36	36	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	
Marlboro	2,365	3,465	3,733	2,525	3,299	2,885	3,095	3,485	2,979	3,095	3,081	3,165	3,213	3,256	2,557	2,762	3,278	3,043	3,191	2,907	3,211	2,873	3,130	-2.78%
B&H	154	220	182	181	240	161	194	168	143	169	158	167	181	165	152	150	193	172	184	169	171	168	203	-15.03%
Merit	166	198	175	179	226	172	195	168	141	170	167	181	197	167	151	155	199	175	179	172	181	169	208	-15.81%
Virginia Slims	184	228	207	211	257	187	219	189	160	191	187	203	224	187	168	174	223	199	206	196	204	189	217	-8.27%
Parliament	60	74	68	95	86	77	75	65	56	69	77	80	89	73	69	69	87	78	67	80	80	75	73	4.48%
Other OPB	12.0	13.9	12.7	12.7	14.2	12.5	14.7	13.2	10.7	12.6	12.4	14.1	14.1	12.6	11.9	11.8	13.7	12.9	12.8	12.6	13.6	12.5	15.7	-17.85%
Other Premium Brands	576	734	644	678	823	699	698	603	512	612	600	644	705	604	552	559	715	635	645	629	651	611	716	-11.29%
Premium	2,941	4,199	4,377	3,203	4,129	3,494	3,795	4,059	3,485	3,719	3,682	3,809	3,918	3,860	3,108	3,320	3,994	3,678	3,841	3,537	3,861	3,453	3,846	-4.36%
Basic	534	404	540	346	479	405	502	429	379	425	487	418	412	379	363	359	456	426	496	415	403	394	455	-6.46%
Cambridge	67	126	68	70	97	84	104	90	75	88	120	90	111	79	65	81	104	89	86	94	93	84	117	-23.75%
Alpine	14	16	14	14	14	13	15	14	12	14	13	13	14	12	11	11	13	13	14	14	13	12	18	-27.52%
Bristol	4.8	5.0	4.7	4.5	4.3	4.4	5.1	4.7	3.6	4.4	3.5	3.7	4.1	3.6	3.6	3.6	3.7	4.1	4.8	4.1	3.8	3.6	7.3	-44.20%
Bucks	0.7	0.7	0.6	0.5	0.7	0.6	0.7	0.7	0.6	0.6	0.5	0.6	0.6	0.5	0.5	0.5	0.6	0.6	0.7	0.6	0.5	0.5	1.0	-43.85%
Other Branded Discounts	2.7	3.9	4.0	3.0	3.8	3.3	3.9	3.5	2.8	3.4	3.2	4.0	3.9	3.4	3.3	3.3	4.0	3.5	3.5	3.2	3.8	3.5	4.4	-20.88%
Branded Discounts	88	152	92	92	129	106	138	119																

## הסכנת הנידוי